



THE POWER AND IMPACT OF TOURISM

Destination marketing encourages visitation to the state

Which brings increased trips to Arizona

3

5

And leads to higher quality of life for Arizona residents

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ARIZONA TOURISM BY THE NUMBERS

And additional visitor spending within the state

Which fuels new jobs and tax revenues for state residents

HOW IT

WORKS

40.7 MILLION

domestic and international visitors traveled to Arizona in 2014

\$20.9 BILLION

generated by visitor spending

171,500 > JOBS

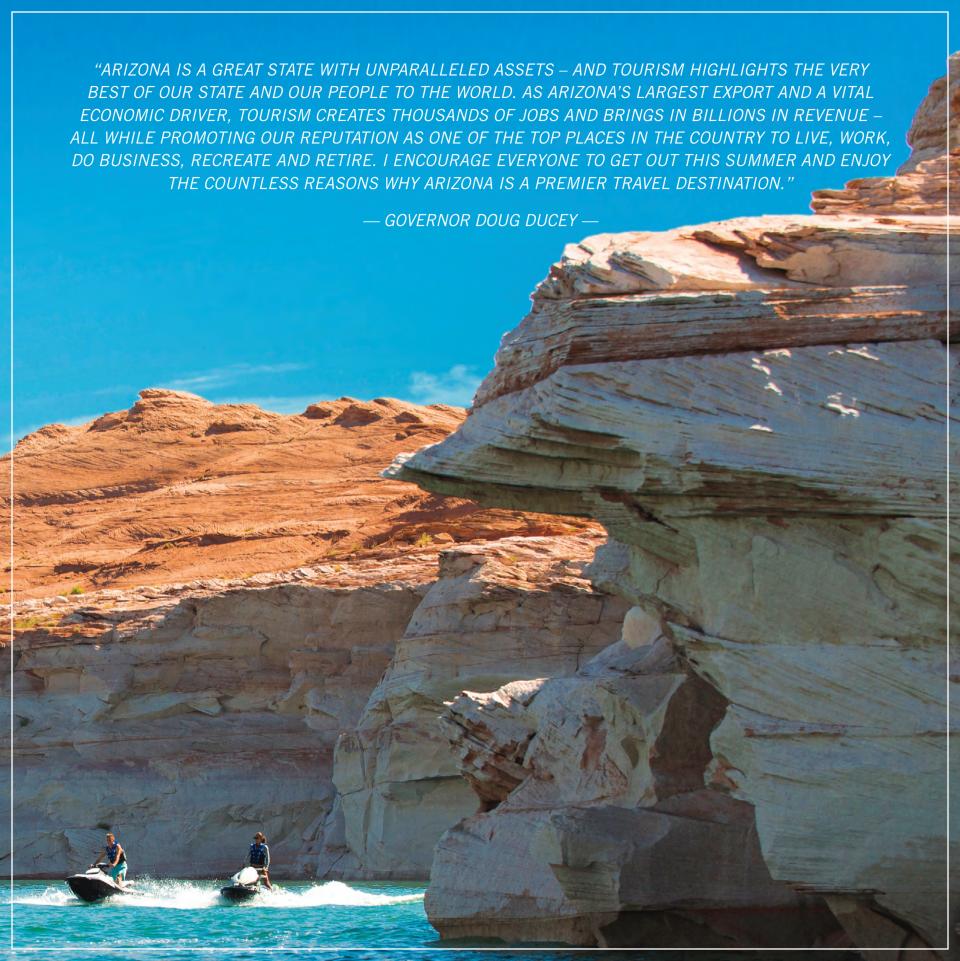
created across
Arizona

\$5.9 BILLION

in employment earnings

\$2.8
BILLION

in local, state and federal taxes

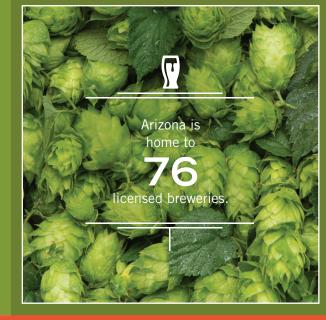


11 FUN FACTS ABOUT ARIZONA

Even Arizona natives may be surprised by some of these fun facts about our state. Either way, here are 11 interesting tidbits you should know about Arizona—and 11 cool experiences you should definitely explore.



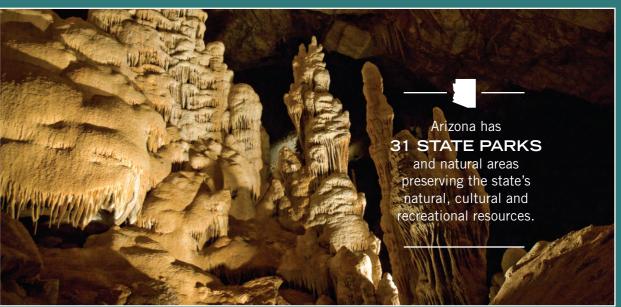




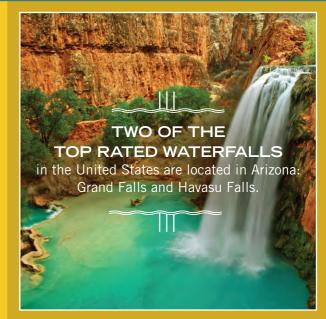


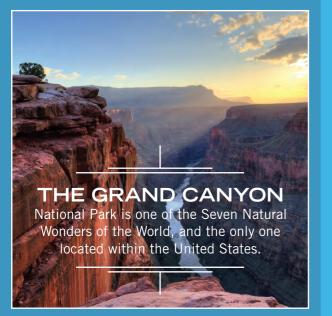














ARIZONA SEE AND DO

Arizona is our home. And we're lucky enough to live in a state that offers so much to discover, from things we love to things we've never tried before. From action and adventure, to family and food, to relaxation and rejuvenation, Arizona is up for anything. Are you?







HERITAGE & CULTURE The Grand Canyon State is currently home to 22 tribes, with a history that can be traced back over 12,000 years. Whichever reservation you visit—Navajo, Hopi, Apache, Yavapai, or Hualapai, to name just a few—you'll be captivated by vast, beautiful terrain; ancient architectural ruins; and a treasure trove of arts and crafts.

LEISURE & RELAXATION

Arizona is home to top destination spas, including Miraval, Mii amo and Canyon Ranch, along with award-winning urban retreats offering a range of services to help you feel pampered. If golf is more your style, you can tee of at 300+ courses with spectacularly diverse landscapes.





ARTS & ENTERTAINMENT

You don't have to go far to discover intriguing arts and exciting entertainment—vou'll find something of interest wherever you go. Fine arts and museums, concerts and symphonies, traditional American Indian crafts and performances—it all awaits your discovery.



SPORTS Arizona is a sports lover's paradise. Head to downtown Phoenix to cheer on hometown favorites like the Arizona Diamondbacks and Phoenix Suns. Or head

to Glendale to show your support for the

Phoenix Coyotes and Arizona Cardinals.

We hope you're hungry, because Arizona's renowned chefs, winemakers and craft breweries are ready to impress your palate. There's something for every taste, from hole-in-the-wall hotspots and neighborhood favorites to award-winning fine dining establishments.

EAT & DRINK

